

Pardot Notices and License Information

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Services Covered

The information in this document is applicable to the services branded as Pardot (the “Pardot Services”) provided by salesforce.com, inc. and/or its affiliates, (collectively, “Salesforce”). Customers may choose to use related products and features branded as (a) Pardot Einstein, which runs across two infrastructures, the infrastructure described by this Documentation, and the infrastructure described by the Einstein Platform Documentation, as further described in the Einstein Platform Documentation; or (b) Einstein Send Time Optimization for Pardot, which runs across two infrastructures, the infrastructure described by this Documentation and the infrastructure described by the Marketing Cloud Einstein section of the Marketing Cloud Documentation.

Purpose of This Documentation

This documentation describes features, restrictions and notices associated with any:

- information sourced from third parties and provided to users via the Pardot Services;
- Pardot Services functionality that allows users to interact with social media and other websites; and
- desktop and mobile device software applications provided in connection with the Pardot Services.

See your Order Form(s) for additional terms that may apply to your use of the Pardot Services.

Customer Data

This Documentation does not modify salesforce.com's obligations with respect to any data submitted by customers to salesforce.com services (“Customer Data”) as defined in Salesforce’s [Master Subscription Agreement](#).

Acceptable Use and External-Facing Services Policy

The Pardot Services are subject to the [Acceptable Use and External-Facing Services Policy](#), as applicable.

MFA Requirement for Using the Pardot Services

Starting February 1, 2022, Salesforce will begin requiring customers to enable Multi-Factor Authentication (MFA) for all Pardot Services. Customer must satisfy the MFA requirement by either: (1) enabling Multi-Factor Authentication for all users who log in to Customer’s Pardot Services through the user interface or (2) ensuring MFA is enabled for all users who use Single Sign-On (SSO) to access Customer’s Pardot Services, by using the SSO provider’s MFA services or, where supported, by turning MFA on in Salesforce products. Further information on MFA, including acceptable verification methods for MFA, can be found [here](#).

Restricted Uses of Information

Important:

- Information provided to customers via the Pardot Services may not be used to generate or facilitate unsolicited commercial email (spam), for example in violation of the U.S. CAN-SPAM Act or any other applicable anti-spam law; to imitate or impersonate another person or his, her or its email address; to create false accounts for the purpose of sending spam; or to send email to

individuals who have requested to be removed from a mailing list.

- Information provided to customers via the Pardot Services may not be used for any purpose related to establishing an individual's eligibility for credit, employment or insurance, or for any other consumer-initiated transaction, for example as such terms are defined in the U.S. Fair Credit Reporting Act or any similar law.

Additional restricted uses of information provided to customers via the Pardot Services may be found at <http://www.pardot.com/company/legal/>; physical copies may be executed upon Customer's request.

Third-Party Platforms

The Pardot Services allow users to interact with social media and other websites, including websites operated by or on behalf of a customer of the Pardot Services (collectively "Third-Party Platforms").

- Customers must enable the Pardot Services to access their Third-Party Platform accounts.
- The Pardot Services may access, collect, process, and/or store information or content from Third-Party Platform accounts (including information otherwise classified as Customer Data under a customer's agreement with salesforce.com).
- Customers are solely responsible for any material their users provide to any Third-Party Platform.
- Customers are solely responsible for any information accessed by their users or any third party from any Third-Party Platform.
- Customers are solely responsible for their users' interactions or communications with third parties through any Third-Party Platforms.
- Customers are solely responsible for any transactions relating to a separate agreement or arrangement between customers or their users and any Third-Party Social Platform provider or website.

Third-Party Notices

The following notices apply to Third-Party Platforms and other commercial entities from which salesforce.com obtains information and/or which interoperate with the Pardot Services:

- **Twitter**
 - Twitter content obtained through the Pardot Services, including derived analytical data, may not be used as a part of an advertising network.
 - Interaction with Twitter services and use of Twitter content must comply with the [Twitter Terms of Service](#), the [Twitter privacy policy](#), and the [Twitter Public API terms](#).
- **Facebook**
 - Facebook content is provided pursuant to the [Facebook Terms of Service](#) and the [Facebook Public API terms](#).
 - Interaction with Facebook services and use of Facebook content must comply with the [Facebook Terms of Service](#) and the [Facebook Public API terms](#).
- **LinkedIn**
 - LinkedIn content is provided pursuant to the [LinkedIn Terms of Service](#) and the [LinkedIn Public API terms](#).
 - Interaction with LinkedIn services and the use of LinkedIn content must comply with the [LinkedIn Terms of Service](#) and the [LinkedIn Public API terms](#).
- **Google AdWords:** Interaction with Google AdWords and the use of Google AdWords content must comply with the [Google AdWords Terms and Conditions](#) and the [Google AdWords API terms](#).
- **Google Analytics:** Interaction with Google Analytics services and the use of Google Analytics

content must comply with the [Google Analytics Terms of Service](#) and the [Google Analytics Public API terms](#).

- **Bitly:** Interaction with Bitly services and use of Bitly content must comply with the [Bitly Terms of Service](#) and the [Bitly API Best Practices](#).
- **AddThis:** Interaction with AddThis services and use of AddThis content must comply with the [AddThis Terms of Service](#).
- **Cisco Webex:** Interaction with Cisco Webex services must comply with the [Webex Terms of Service](#).
- **Citrix GoToMeeting / GoToWebinar:** Interaction with Citrix GoToMeeting/GoToWebinar services must comply with the [LogMeIn Terms of Service](#).
- **ReadyTalk:** Interaction with ReadyTalk services must comply with the [ReadyTalk Terms of Service](#).
- **Twilio:** Interaction with Twilio services must comply with the [Twilio Terms of Service](#).
- **Wistia:** Interaction with Wistia services must comply with the [Wistia Terms of Service](#).
- **Eventbrite:** Interaction with Eventbrite services must comply with the [Eventbrite Terms of Service](#).
- **Olark:** Interaction with Olark services must comply with the [Olark Terms of Service](#).
- **UserVoice:** Interaction with UserVoice services must comply with the [UserVoice Terms of Service](#).
- **GoodData:** Interaction with GoodData services must comply with the [GoodData Terms of Use](#).
- **Litmus:**
 - Litmus content is provided by Salted Services, Inc. and is pursuant to the [Litmus Terms of Service](#).
 - Interaction with Litmus services and the use of Litmus content must comply with the [Litmus Terms of Service](#).

Distributed Software

- Pardot for Apple Mail plugin
- Pardot for Thunderbird plugin
- Pardot for Gmail plugin
- Pardot for Outlook plugin
- Pardot LeadDeck Application
- Pardot for WordPress plugin

Please see the Open Source section of the [Trust and Compliance Documentation website](#) for any notices required by licensors related to the Pardot Services.

Interoperation with Other Services

The Pardot Services may interoperate with other services provided by Salesforce or third parties. The Notices and License Information documentation for such services provided by Salesforce is available in the [Trust and Compliance Documentation](#).